GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:784
ANSWERED ON:26.07.2001
REVIEW OF PERFORMANCE OF DEEN DAYAL HATHKARGHA PROTSAHAN YOJANA
ANNA SAHEB M.K. PATIL

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government have reviewed the performance of Deen Dayal Hathkargha Protsahan Yojana;

(b) if so, the details thereof;

(c) whether the Government have formulated any scheme to provide information on design innovation and cost effectiveness to handloom organisation to meet international challenges;

(d) if so, the details thereof; and

(e) the steps taken to popularise the said scheme among the weavers?

Answer

MINISTER OF STATE FOR TEXTILES (SHRI V. DHANANJAYA KUMAR)

(a) & (b) The Deen Dayal Hathkargha Protsahan Yojana was launched in 2000-2001.Performance in implementation of the scheme is being reviewed regularly, however, it is too early to assess impact.

(c) & (d) The National Centre for Textile Design has been set up in order to provide information in design innovation and also to promote traditional and contemporary design so as to be responsive to the rapidly changing market demand and provide adequate growth opportunity to handloom sector. Further, the Development of Exportable Products and their Marketing scheme introduced in the year 1996-97 imparts assistance to handloom agencies for building up development and marketing of exportable products.

(e) In order to popularise Deen Dayal Hathkargha Protsahan Yojana among the weavers, guidelines of the scheme have been printed both in Hindi and English languages.The State Governments have also been instructed to give wide publicity of the various components of the scheme and benefits thereof through various media including distribution of leaflets in vernacular languages highlighting the aims and objectives of the scheme.